

STATE OF OHIO



DEPARTMENT OF REHABILITATION  
AND CORRECTION

SUBJECT:	PAGE <u>1</u> OF <u>4</u> .
<b>OPI Marketing and Sales</b>	NUMBER: 25-OPI-02
RULE/CODE REFERENCE:	SUPERSEDES: 25-OPI-02 dated 04/19/08
RELATED ACA STANDARDS: 2-CI-6A-10; 12; 6E-6	EFFECTIVE DATE: March 18, 2014
	APPROVED: 

**I. AUTHORITY**

This policy is issued in compliance with Ohio Revised Code 5120.01 which delegates to the Director of the Department of Rehabilitation and Correction the authority to manage and direct the total operations of the Department and to establish such rules and regulations as the Director prescribes.

**II. PURPOSE**

The purpose of this policy is to establish a method for the sales and marketing of industries products and services

**III. APPLICABILITY**

This policy applies to all Department employees and those under contract with Ohio Penal Industries.

**IV. DEFINITIONS**

**E-Commerce** – All web based applications

**V. POLICY**

It is the policy of the Ohio Department of Rehabilitation and Correction to ensure Ohio Penal Industries (OPI) carries out the sales and marketing of industries' products and services. The OPI sales personnel shall conduct market research activities including, but not limited to, collection of pricing, product warranty, expanding existing markets, working with vendors on new products and shall provide quotes to perspective customers.

## **VI. PROCEDURES**

### **A. Sales Personnel Tasks**

Sales personnel shall be responsible for, but not limited to, the following tasks:

1. Performs office and fieldwork necessary to promote the sale of OPI products and services.
2. Assists customers with office layouts, color coordination, product design and product availability.
3. Advises management of competitive prices, market trends, and sales potentials.
4. Recommends new products for addition to the product line.
5. The sales force primarily distributes OPI catalogs, price lists, promotional fliers, and samples during customer visits and at trade shows which are attended throughout the year.
6. OPI product catalogs are available in both paper form and CD's. These are available for customers or perspective customers upon their request. OPI products are also available on the OPI website.
7. Staff shall coordinate and direct marketing functions affecting correctional industries, such as, e-commerce, printed materials, advertising, public relations, and promotional events.
8. Organizes new product introductions, promotions and evaluations in conjunction with Regional Production Manager, Shop Product Manager and Shop Industry Manager/Superintendent.
9. Performs annual product pricing and warranty comparison: OPI Products vs. Private Sector Products
10. Coordinates staffing of all trade shows in conjunction with the sales manager.
11. Create, review and /or revise catalog materials, price lists, promotional fliers. (All pricing will be approved using Product Review process)

### **B. Customer Survey**

In conjunction with both marketing and sales staff, customer satisfaction surveys shall be conducted throughout the year with both institution and non-institution customers. The Operation Support Manager shall be responsible to collect, sort and present the findings to the Chief of Industries/designee.

### **C. Annual Product Review**

1. Shop Review

- a. The respective Shop Manager, Product Manager and Marketing Manager shall review product lines by sales volume and current pricing at a minimum of annually or, in the event of a significant price increase in product cost. This review will be done using the Product Review Form (DRC6431).
- b. Products that are identified, as “Low Activity” or “Non-Active” shall be reviewed in more detail. The following information will be evaluated, but not limited to:
  - i. Is raw material purchased for the product only?
  - ii. Are parts purchased for the product only?
  - iii. Does OPI maintain an inventory of the finished product?
  - iv. Is the product, part of a family or group of products?
  - v. Identify the customer.
- c. With the above data the Shop Manager and Product Manager shall evaluate the cost of on-hand raw material inventory and finished goods inventory.
- d. The Product Manager shall submit results from the evaluation to the Marketing Manager, Regional Production Manager, Assistant Chief of Industries and Chief of Industries.
- e. It shall be the decision of the Chief of Industries or designee to:
  - i. Maintain current product line status;
  - ii. Reduce or increase inventory and finished goods levels; or
  - iii. Discontinue product from production.
- f. If the decision is made by the Chief of Industries or designee to change the product, the Operation Support Manager or designee shall develop a notification and send it to the Information Technology Department (IT). It shall be the responsibility of the IT Department to post a notice on the OPI web page identifying the date that the change shall be effective. The Operation Support Manager or designee shall follow-up to ensure that notification is posted and that the information is accurate. This information shall also be sent to the affected shop, OPI executive staff and sales manager to forward the information to staff in their respective departments. A notification shall also be sent to the Material Resource Planning Department and the changes shall be made in the Syteline system to reflect the changes.

#### **D. New Contract/Supplier Changes**

1. In the event that a current manufacturer or distributor discontinues a product or any component parts of a product, OPI shall make every effort to identify a new vendor to supply the parts or products needed.
2. If a new vendor is identified and there is a price change, the new cost shall be put into Syteline and will be reflected on the Bill of Materials.

3. It shall be the decision of the Chief of Industries or designee to:
  - a. Purchase from the new vendor and maintain current selling price;
  - b. Purchase from new vendor and establish a new selling price; or
  - c. Discontinue product from production.
  
4. If the decision is made by the Chief of Industries or designee to make any changes to the product, the guidelines defined in Section D, 1.f shall be followed.
  
5. As new contracts are established, style, color and component parts shall also change. OPI shall make every effort to maintain the style, color and component parts for active products.

**Related Department Forms:**

Product Review Form

DRC6431